



United States
Environmental Protection Agency



ENERGY STAR®

How Well Does Your Hotel Manage Energy?

1. Do you track and compare the energy performance of your properties?

ENERGY STAR provides guidance and tools to track and *benchmark energy use*.

2. Do you have a written energy management plan that is approved by senior management?

ENERGY STAR can help you develop a *strategic energy management plan* or assist in improving your current plan.

3. Is energy management integrated into all business activities, e.g. operations, new construction, purchasing?

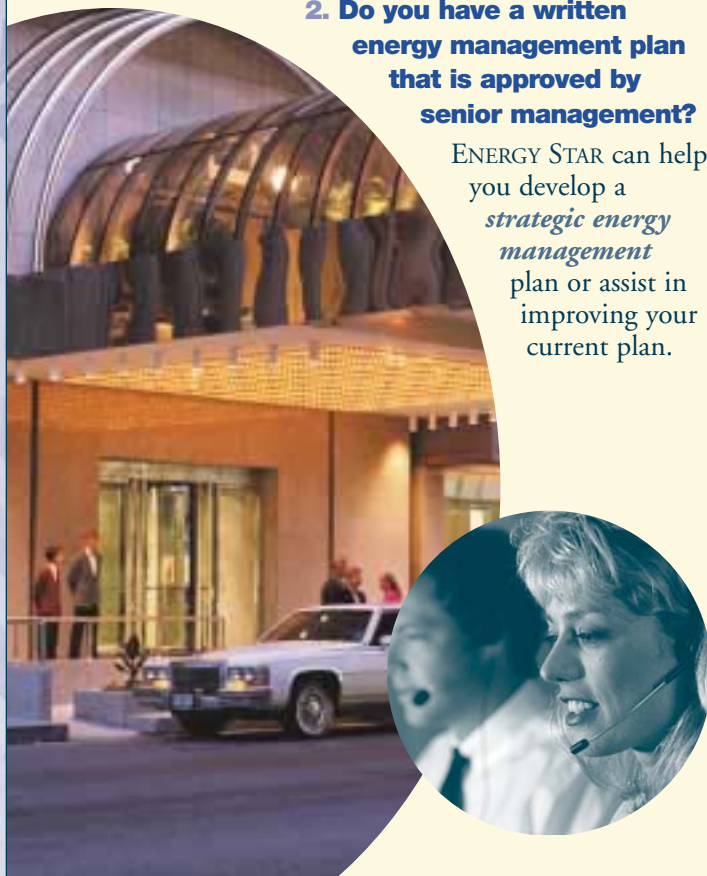
ENERGY STAR has the *tools and resources* that can help your business achieve *world class energy performance*.

4. Does your engineering department present energy investment opportunities to the CFO using key financial metrics for your business, e.g. shareholder value?

ENERGY STAR can help you demonstrate how investments in energy performance can *improve shareholder value*.

5. Are your guests, employees, and shareholders aware of your energy performance successes?

ENERGY STAR can help *promote the benefits* of improved energy performance.



"We believe that we have a responsibility to operate efficiently as well as protect the natural resources we use every day. Our participation in ENERGY STAR has enabled us to continue offering our guests the best hotel experience while making a concerted effort to better preserve the environment."

— George Neeson, VP of Engineering and Housekeeping, **Hilton Hotels**



Who is partnering with ENERGY STAR?

More than 8,000 individual hotels including:

Accor Economy Lodging

Choice Hotels

Columbus Hospitality Group

Extended Stay America

Hilton Hotels Corporation

Hyatt Corporation

La Quinta Inns Inc.

Marriott Corporation

MeriStar Hotels

Starwood

White Lodging

To learn more...

Stuart Brodsky
(202) 564-2408
brodsky.stuart@epa.gov

Sarah Lines
(703) 934-3206
slines@icfconsulting.com

1-888-STAR-YES
(1-888-782-7937)

What does ENERGY STAR offer?

Portfolio manager

This online tool allows you to track, analyze and evaluate your approach to managing energy costs and consumption over time.

Benchmarking tool

Properties can be compared and ranked against a national industry survey to identify best upgrade opportunities. Top performing hotels may apply for the ENERGY STAR label.

Financial value calculator

Estimate the impacts that investments in energy performance can have on your profit margin, earnings per share, and ultimately, shareholder value.

One-2-Five

This interactive diagnostic tool lets you assess how effectively your organization has integrated energy management practices into various business activities.

Energy management planning assistance

ENERGY STAR can assist you in developing a strategic energy management plan so your company can address issues in all business areas and functions related to energy use.

ENERGY STAR Buildings Manual

This web-based technical manual provides comprehensive and systematic approaches to existing facility upgrades.

E Source Technology Atlas Series

Five volumes of information (or one CD-ROM) about lighting, cooling, heating, drivepower, and appliances are available to partners. Address application issues, product data, and design fundamentals.

Communications starter kit

A step-by-step approach to communications allows you to share the benefits of your ENERGY STAR partnership with employees, customers, and stakeholders.

What is ENERGY STAR®?

ENERGY STAR is a voluntary EPA program that promotes energy performance as a way for businesses to improve financial performance while protecting the environment. Thousands of organizations across the nation are using the support and resources offered by ENERGY STAR to improve their energy performance and establish themselves as industry and community leaders.

“At La Quinta, we pride ourselves on improving energy performance while enhancing the guest experience. ENERGY STAR has helped us make energy efficiency a corporate priority, and we are seeing a significant impact on our bottom line. Not only has this relationship been good for the environment, it’s good for business”

— Michael Milburn,
Director of Energy
and Engineering,
La Quinta Inns



www.epa.gov/buildings/hospitality